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Askwith Library Services - Survey of Advanced Media Booking Service

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Project Cover Sheet

Project	Askwith Library Services <i>Survey of Advanced Media Booking Service</i> The Askwith Media Library has recently introduced an online booking service that allows patrons to reserve media materials online for classroom use. Staff and Faculty have special permission to access the online booking service via Mirlyn.
Committee & Members	Usability Working Group Suzanne Chapman (chair), David Carter, Michael Creech, Shevon Desai, Karen Downing, Anne Karle-Zenith, Molly Kleinman, Shana Kimball, Gurpreet Rana John Sucui & Julie Piacentine (student interns)
Report Info	Report Author(s): David Carter, Shevon Desai, Shana Kimball Contact Information: ul-usability@umich.edu Report Date: May 1, 2008
Objectives	The purpose of this test was to follow up on the Guerilla Test of Advance Media Booking and assess the overall usability of the Advance Media Booking interface
Methodology	Method – Electronic Survey 46 participants Dates of study: November & December 2007
Results & Analysis	Users like using Mirlyn for booking overall, with some suggestions for improvement
Recommendations	-Consider lengthening the lending period for booking requests; make policies more clear to users; provide contact option for requesting a longer loan period -Allow users to book more than one item at a time -Make the booking period more clear to users -Retain Askwith web site booking option -Revise date format -Include prominent link to AML-only search

Introduction

The Library recently implemented a new feature by which faculty and staff may reserve Askwith Media Library materials for specific dates and times from our Mirlyn OPAC. This service, the Advance Media Booking service, extends an existing service through which patrons may reserve materials by contacting the Askwith Media Library staff. Previously, an informal “guerilla” test was conducted to assess the overall usability of the interface and to identify common problems encountered by users. This survey was designed to supplement the findings of the initial guerilla test.

Methodology

The electronic survey, implemented with the open source phpESP survey software, was posted on the Askwith Media Library website and via Mirlyn, after a booking request was completed. There were a total of 48 respondents. 12 respondents entered the survey from the Askwith website and 36 entered from Mirlyn. The survey was live from 11/2007 – 12/2007.

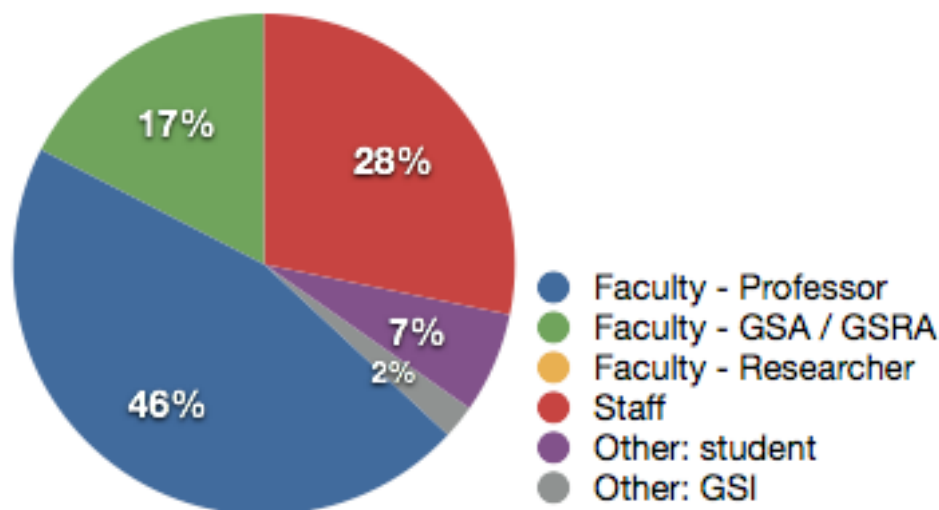
Respondents were primarily faculty (46% professors and 17% GSA / GSRA) and staff (28%), with Students (7%) and GSIs (2%) comprising a small portion of the sample. Most had used it before (only 22% had never used it).

Results

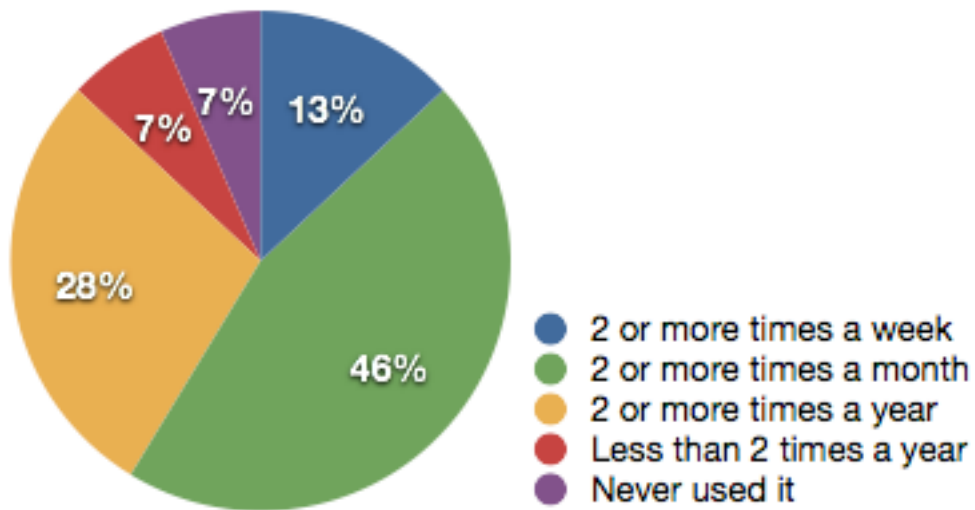
The following is a summary of the results from the quantitative questions on the Askwith Booking survey. Please see the appendix for the complete results from each question.

Demographics & Use of Askwith

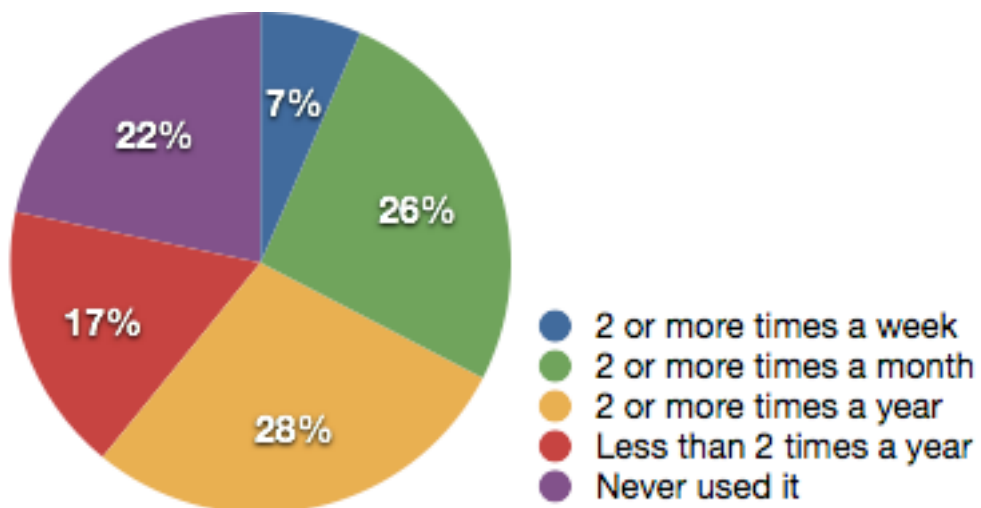
Question #1: Please indicate your primary affiliation to the University of Michigan.



Question #2: How often do you check out materials from the Askwith Media Library?

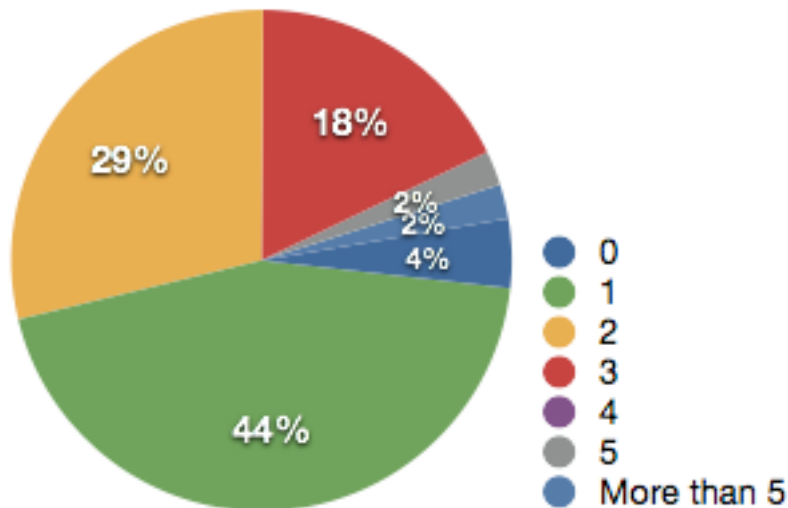


Question #3: How often have you used the Askwith booking service?



Question #4: How many items do you normally book at a time?

While nearly half (44%) said they booked only one item at a time, a nearly equal number said they booked more than one item at a time. This would suggest that **an easy-to-use multiple booking feature could be useful**.



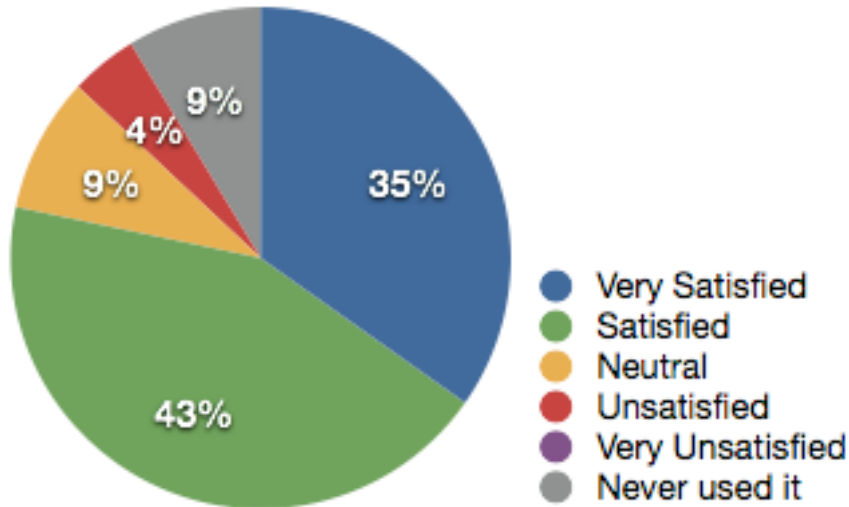
Questions # 1-4 gathered basic info about the respondents and their use of the Askwith collection. Approximately two-thirds of the respondents were faculty or graduate instructors, while another quarter were staff. Since the booking service is only usable by faculty and staff, this is not surprising. Most of the respondents had prior experience with checking out materials from the Askwith Media Library; nearly half say they check out materials 2 or more times a month, and another quarter check out materials 2 or more times a year.

This indicates that most respondents are moderate to light users of the Askwith Media Library; only 13% of the respondents indicated heavy use (2 or more times a week). Use of the booking service itself was less frequent, with nearly a quarter of respondents indicating that they never used the booking service before, another quarter indicating moderate use (2 or more times a month), and another quarter indicating light use (2 or more times a year). Only 7% (3 respondents) indicated a heavy use of the booking system (2 or more times a week).

Respondents' satisfaction with the booking service

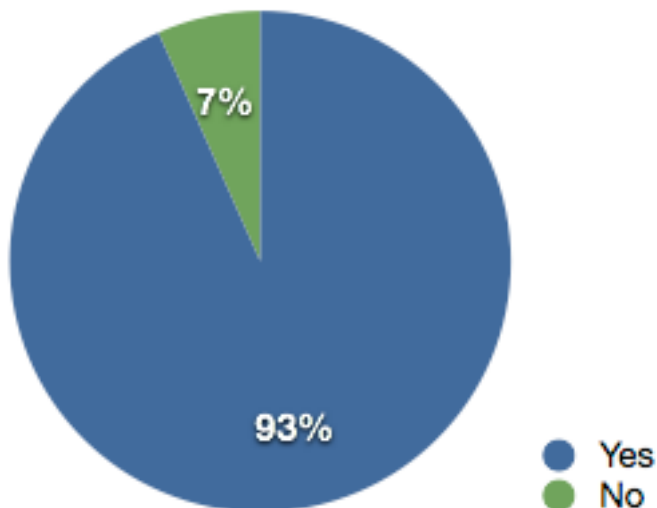
Questions #5: Please rate your level of satisfaction with the booking service.

Over three-quarters of the respondents indicated that they were very satisfied or satisfied with the service; only 9% (4 respondents) were neutral, and just 4% (2 respondents) were unsatisfied.



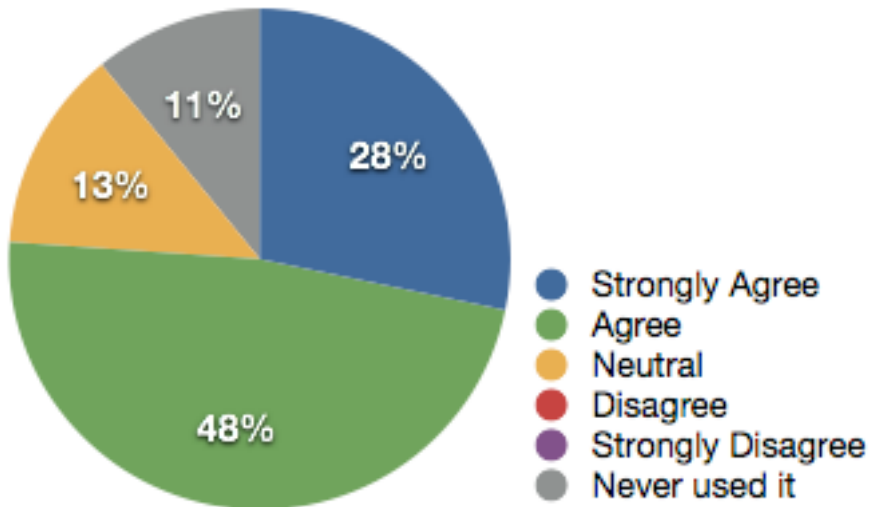
Question #12: Would you tell your friends about this service?

Ninety-three percent of the respondents indicated that they would tell their friends about the booking service.



Question #6: How much do you agree with the following statement: "The booking instructions were easy to follow."

Approximately three-quarters of the respondents indicated that they agreed or strongly agreed that "the booking instructions were easy to follow." None of the respondents disagreed or strongly disagreed with that statement.

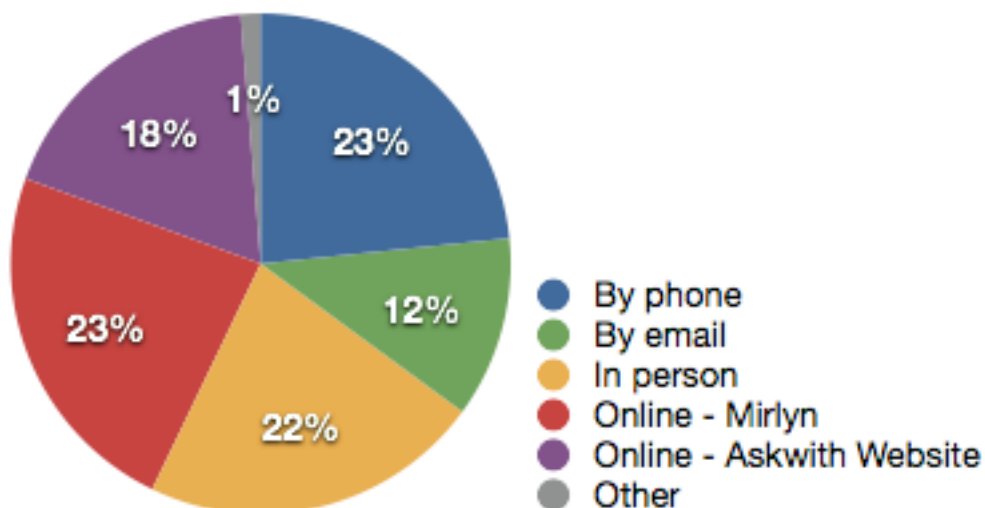


The results of questions #5, 6, & 12 would suggest that overall, while respondents may have minor issues with the interface that they feel could be improved, they were able to successfully use the system to book items.

Use and preferences for using making booking requests

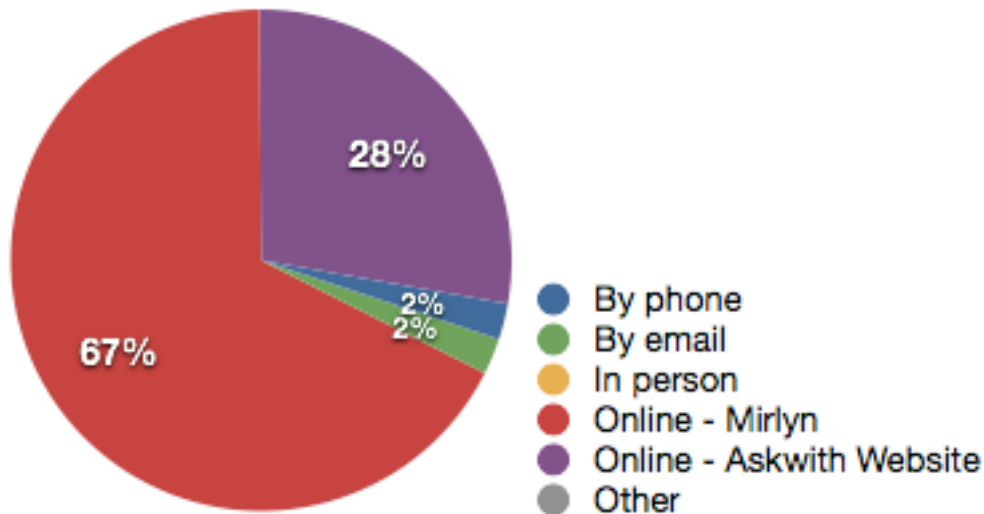
Question #8: If you have previously booked materials, please indicate the ways you placed requests.

Respondents indicated a variety of ways that they have booked items in the past, with no one method emerging as a clear leader.



Question #9: Which method do you prefer?

When asked which method they preferred, two-thirds preferred booking through Mirlyn, while another quarter preferred using the Askwith website. Unsurprisingly, the respondents filling out the survey within Mirlyn overwhelmingly preferred using Mirlyn (had this not been the case, one might infer a dissatisfaction with the Mirlyn booking module). *Responses to these questions would suggest that while the Mirlyn-based booking is preferred, enough users still like the option of booking through the Web that that option should be maintained.*



Open-Ended Responses

From a total of 46 people who took the survey, 18 took the time to give us comments in response to three open-ended questions. While these comments varied from the generally positive to specific complaints about particular, these comments can be grouped into some general categories.

The three survey questions to which participants could give open-ended responses are below.

Question 7

If you disagreed with the statement in the previous question, please describe why (the statement was “The booking instructions were easy to follow”).

Question 10

Did you have any problems with the service in general? If so, please describe the problems.

Question 11

Do you have any other comments or suggestions?

Overall positive responses

It is important to note that eleven open-ended responses were generally positive, with no criticism or suggestions. This indicates a general satisfaction with the booking service.

Length of booking period

The most common complaint had to do with the length of the booking period; eight users' comments had to do with this issue. Users were either unable to book an item for the necessary length of time, especially if the item was needed for multiple class periods (Tuesday-Thursday, or Monday-Wednesday-Friday), or the exact dates of the booking period were unclear. Many items are only available for a 2-day period.

Mirlyn My Account
My Shelf
My Saved Searches

Basic Search Advanced Search Command Language Browse Results List

Booking Information

Item Status	Loan 1
Loan Period	2 Days at 11:59 PM
Lead Time	1 day

Harry Potter and the prisoner of Azkaban[videorecording] /Warner Bros ; 1492 Pictures ; Heyday Films ; producers, Chris Columbus ; screenplay, Steve Kloves ; directed by Alfonso Cuarón..
Burbank, Calif. : Warner Home Video, c2004..
2 videodiscs (ca. 142 min.) : sd., col. ; 4 3/4 in. + 1 booklet..

From Day (yyyymmdd) Hour (hhmm) 0800
To Day (yyyymmdd) Hour (hhmm) 1700
Pickup Location Askwith Media Library

Service

Four participants commented about service generally related to booking items at Askwith. These ranged from suggestions for a system by which users can be notified in advance if an item they have reserved has not been returned in time for their use, to comments about slow service to North Campus, and the difficulty in booking materials located on North Campus (materials located at the Art, Architecture and Engineering Library are not actually part of the Askwith Media Library collection).

Unusual/non-standard requests

Three people commented on the online booking system's inability to help process "non-standard" requests. Services categorized as non-standard include allowing proxy

access, longer bookings for faculty, and placing an item on hold for a class after having been checked out for the same class.

Search

Three patrons suggested that it would be helpful to be able to search only the DVD/video collection. The Mirlyn “Advanced Search” does in fact allow the user to limit a search to only visual materials; however, the multiple comments from patrons indicate a need to make this clear to users.

Functionality

Two participants stated that the booking service did not function properly. An item was listed as available for a particular date (showing the green “avail” box), but then was unavailable when the patron tried to reserve the item.

Date Format

Two participants mentioned the format of dates (year/month/day) within the booking system. Both users thought that date should be in the “standard” format of month/day/year.

Loan Period	2 Days at 11:59 PM	
Lead Time	1 day	
<p>Fried green tomatoes[videorecording] /Universal Pictures and Act III Communications present in assoc producers, Jon Avnet, Jordan Kerner ; screenplay, Fannie Flagg, Carol Sobieski..</p> <p>Universal City, CA : MCA Universal Home Video, c1992..</p> <p>1 videocassette (130 min.) : sd., col. ; 1/2 in..</p>		
From	Day (yyyymmdd)	...
To	Day (yyyymmdd)	...
Pickup	Location	Askwith Media Library

General Usability Comments

One user commented that he/she wanted to click on the green “Avail” boxes listed alongside the date and time information (the “avail” boxes are not actually links) . In order to actually book the item, the user must in fact enter the dates needed in the fields above and then click the “Go” button.

From Day (yyyymmdd) ...

To Day (yyyymmdd) ...

Pickup Location Askwith Media Library

Availability

Current Week (04/28/08)

	00:00	01:00	02:00	03:00	04:00	05:00	06:00	07:00	08:00	09:00	10:00	11:00
04/28/08	avail	avail	avail	avail	avail	avail	avail	avail	avail	avail	avail	avail
04/29/08	avail	avail	avail	avail	avail	avail	avail	avail	avail	avail	avail	avail
04/30/08	avail	avail	avail	avail	avail	avail	avail	avail	avail	avail	avail	avail
05/01/08	avail	avail	avail	avail	avail	avail	avail	avail	avail	avail	avail	avail
05/02/08	avail	avail	avail	avail	avail	avail	avail	avail	avail	avail	avail	avail
05/03/08	avail	avail	avail	avail	avail	avail	avail	avail	avail	avail	avail	avail
05/04/08	avail	avail	avail	avail	avail	avail	avail	avail	avail	avail	avail	avail

☐ Available
 ☐ Not Available

☐ Booked by current user
 ☐ Loaned to current user

[Click here to view Items Availability separately.](#)

Another patron suggested that the duration of the checkout period be more clearly displayed. This echoes some of the comments regarding the length of the booking period: “It’s difficult to know when/how long you can make a ‘booking’ and how that will affect for how long you can have the item.”

Different items may have different loan periods, again tying back to user complaints, specifically faculty who are unable to book an item for use during 2 class periods if the loan period is just 2 days.

Mirlyn

Basic Search Advanced Search Command Language

Booking Information

Item Status	Loan 1
Loan Period	2 Days at 11:59 PM
Lead Time	1 day

How green was my valley[videorecording] / Twentieth Century Fox presents ; screen play by [S.L.] : Twentieth Century Fox Home Entertainment, 2002.. 1 videodisc (118 in.) : sd., b&w ; 4 3/4 in. + 1 booklet.

Recommendations

The survey results revealed a high level of satisfaction with the service; however, the open-ended questions reveal a few suggestions for improvement. In some instances, these suggestions are corroborated by the informal “guerilla” test of the service that was done previously. The UWG recognizes that there are technical limitations with the booking system; the following recommendations are made based solely on the participants’ responses.

Consider lengthening the loan period, make the booking time period policies more clear to users, and/or provide information and a link for how to request a longer loan period.

Eight survey respondents commented on wanting this feature to change, either because they were unable to book an item for the necessary time period or because the exact dates of the booking period were unclear. In addition, two users from the guerilla test requested a longer booking period, due to wanting to show portions of a film over a few sequential class meetings. One option might be to add an email link to the Askwith department for those who would like to request a longer loan period.

Allow users to book more than one item

While nearly half of the respondents (44%) said they booked only one item at a time, a nearly equal number said they booked more than one item at a time. This would suggest that there is a need for an easy-to-use multiple booking ability. Again, this is reinforced by the findings in the guerilla test: “it may be useful for patrons, especially faculty members, if they could make multiple bookings in one session rather than having to begin the online booking process multiple times in order to make more than one booking.”

Retain the option to book on Askwith site

While two-thirds of respondents preferred booking through Mirlyn, a quarter preferred using the Askwith Website. While the Mirlyn-based booking is preferred, enough users still like the option of booking through the Web that that option should be maintained.

Revise date format

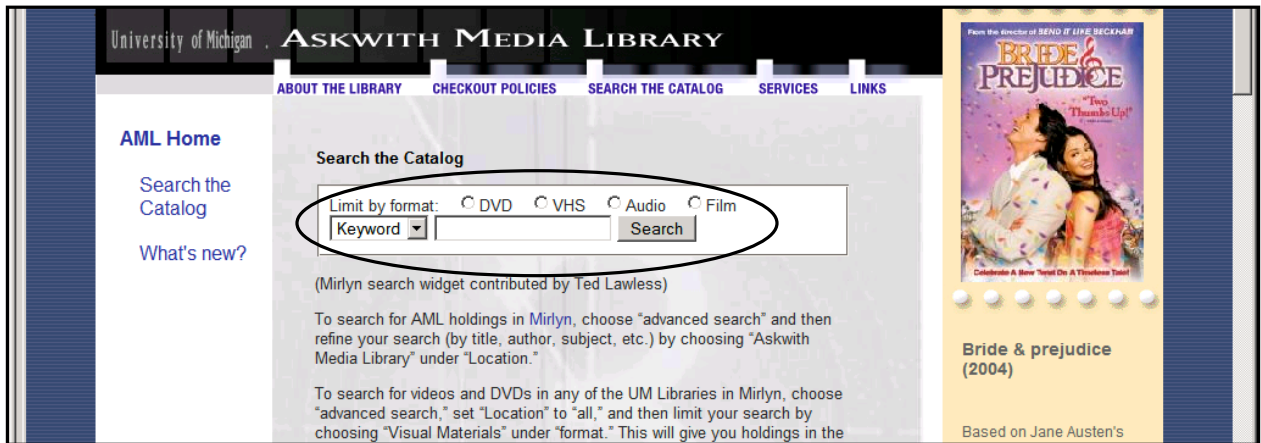
Several participants who took the survey and the guerilla test commented that the date format is unnecessarily confusing. We would suggest changing it to the standard Month/Day/Year format.

Include prominent link from Mirlyn to AML-only search

Several participants who filled out the survey after having linked to it from Mirlyn commented that it would be nice to be able to search through just the materials that are

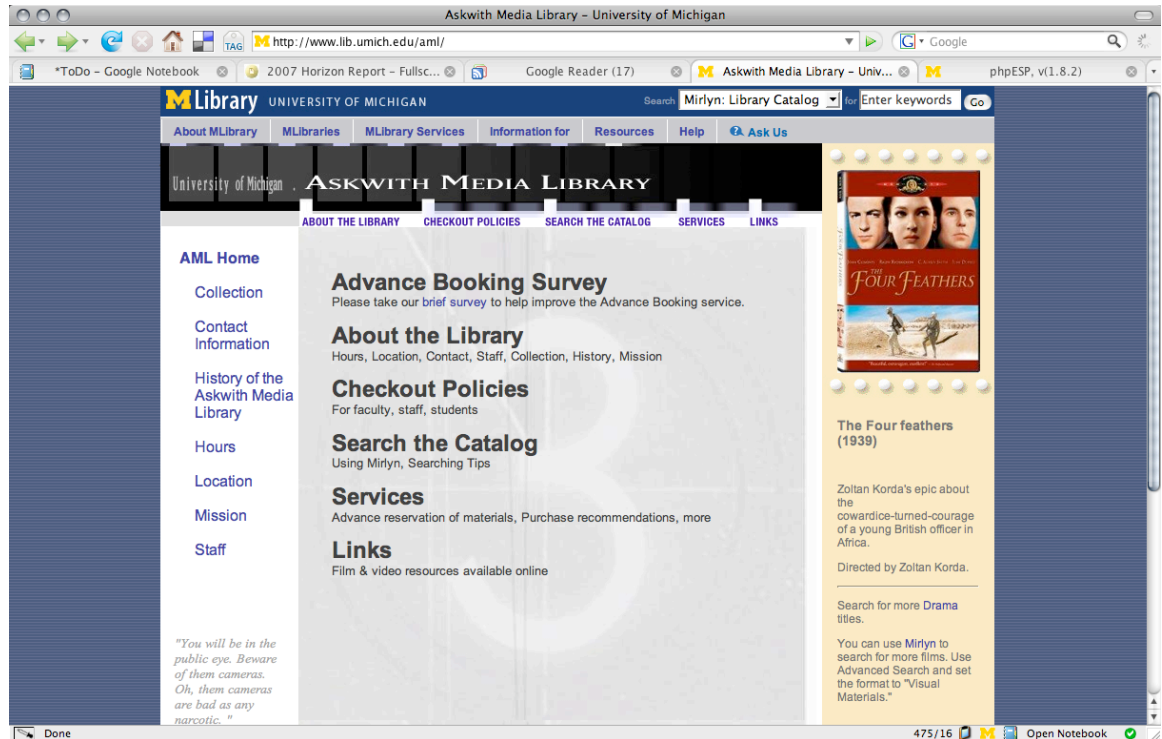
located at Askwith. Patrons can actually do this using the Advanced Search in Mirlyn, and the Askwith Media Library has already addressed this issue by inserting a prominent link to a new AML-only search widget on the home page of the Askwith site.

However, users who make bookings through Mirlyn may not have seen the Askwith home page. A prominent link from the Mirlyn booking system to the AML-only search widget might be helpful for these patrons.



Appendices

Screenshot of Askwith page:



Survey questions:

Askwith Media Booking Survey

The following survey will ask you 12 questions about your experience with Askwith Media Online Booking Service. We are hoping to get your valuable feedback in order to determine how satisfied you are with booking your media online. In addition, we would also like your help on how the service can be improved in order to make your online booking experience as smooth as possible. If you have any additional questions or comments after completing this survey, please email the University Library's Usability Working Group at ul-usability@umich.edu. Thank you for taking the time to complete this survey.

1. Please indicate your primary affiliation to the University of Michigan.

Faculty - Professor
Faculty - GSA / GSRA

Faculty - Researcher
Staff
Other

2. How often do you check out materials from the Askwith Media Library?

2 or more times a week 11.8% (4)
2 or more times a month 44.1% (15)
2 or more times a year 26.5% (9)
Less than 2 times a year 8.8% (3)
Never used it

3. How often have you used the Askwith booking service?

2 or more times a week
2 or more times a month
2 or more times a year
Less than 2 times a year
Never used it

4. How many items do you normally book at a time?

0
1
2
3
4
5
More than 5

5. Please rate your level of satisfaction with the booking service.

Very Satisfied
Satisfied
Neutral
Unsatisfied
Very Unsatisfied
Never used it

6. How much to you agree with the following statement: "The booking instructions were easy to follow."

Strongly Agree
Agree
Neutral
Disagree
Strongly Disagree
I did not use the instructions

7. If you disagreed with the statement in the previous question, please describe why.

8. If you have previously booked materials, please indicate the ways you placed requests. (Check all that apply.)

By phone

By email

In person

Online - Mirlyn

Online - Askwith website

Other: with school of art and design librarian

9. Which method do you prefer?

By phone

By email

In person

Online - Mirlyn

Online - Askwith website

10. Did you have any problems with the service in general? If so, please describe the problems.

11. Do you have any other comments or suggestions?

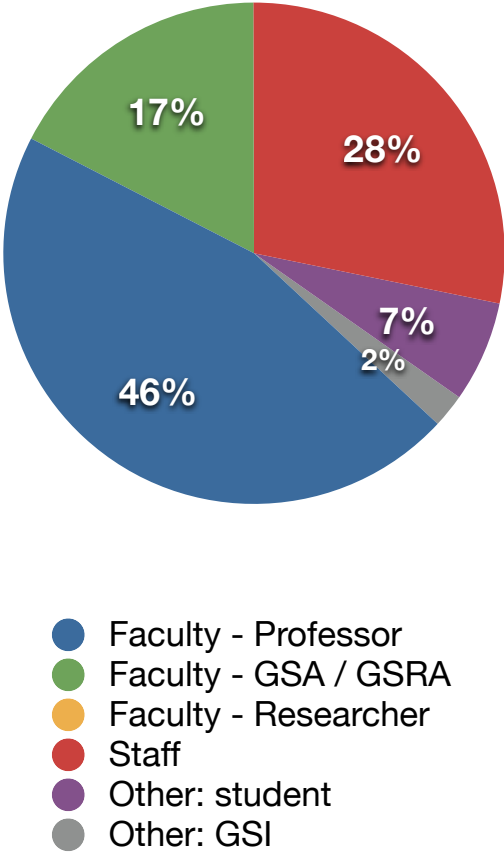
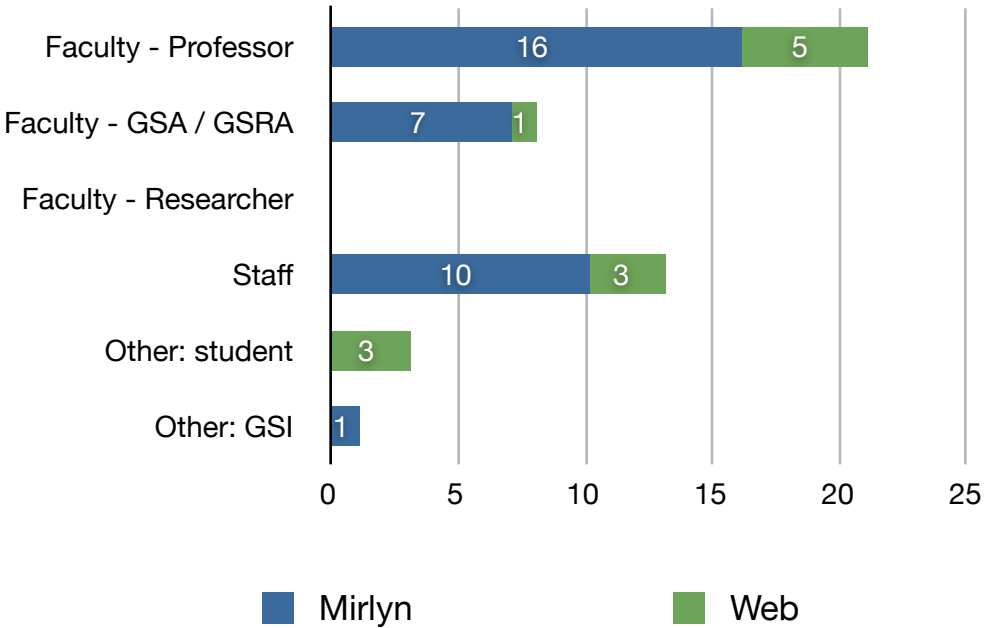
12. Would you tell your friends about this service?

Yes

No

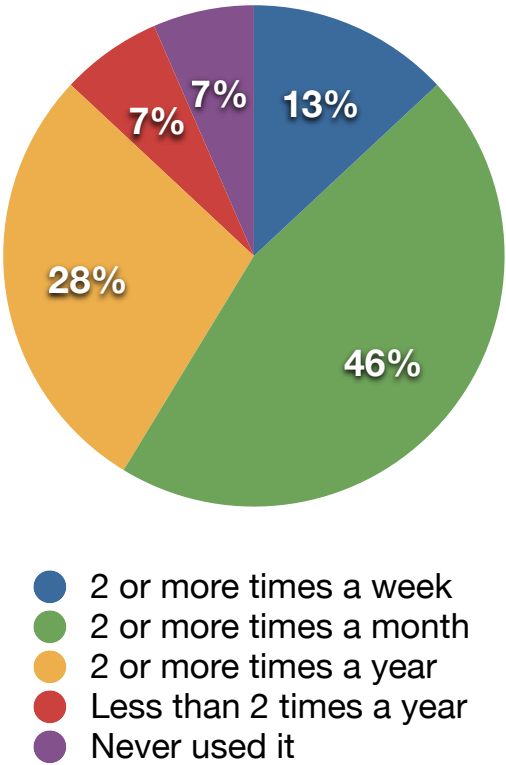
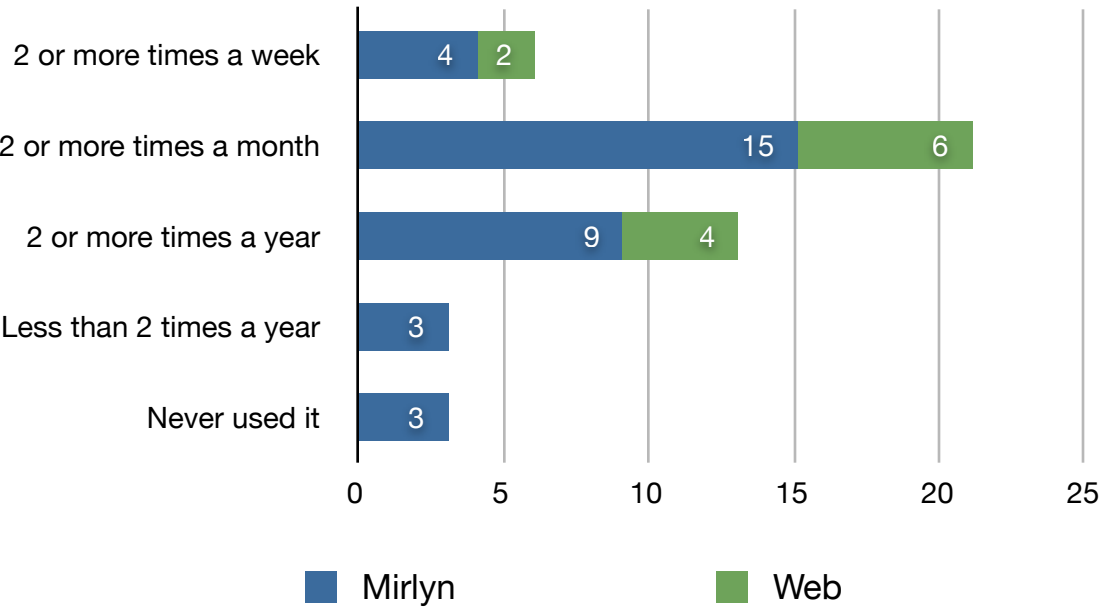
1. Please indicate your primary affiliation to the University of Michigan.

	Mirlyn	Web	Total
Faculty - Professor	16	5	21
Faculty - GSA / GSRA	7	1	8
Faculty - Researcher	0	0	0
Staff	10	3	13
Other: student		3	3
Other: GSI	1		1
			46



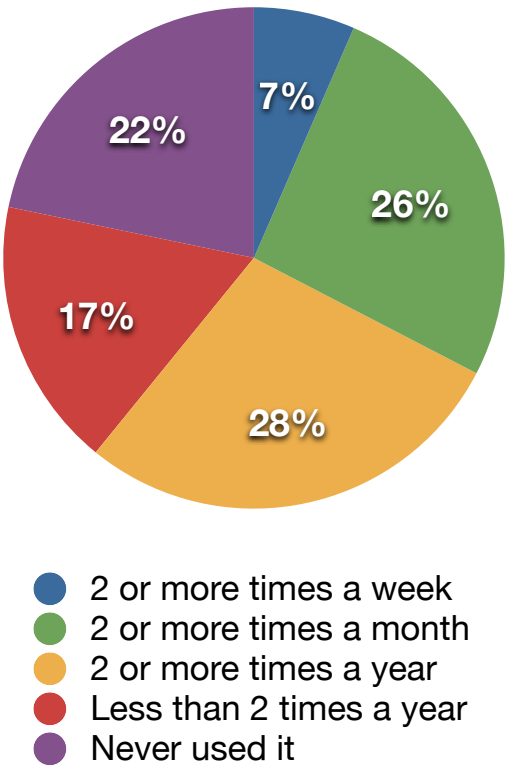
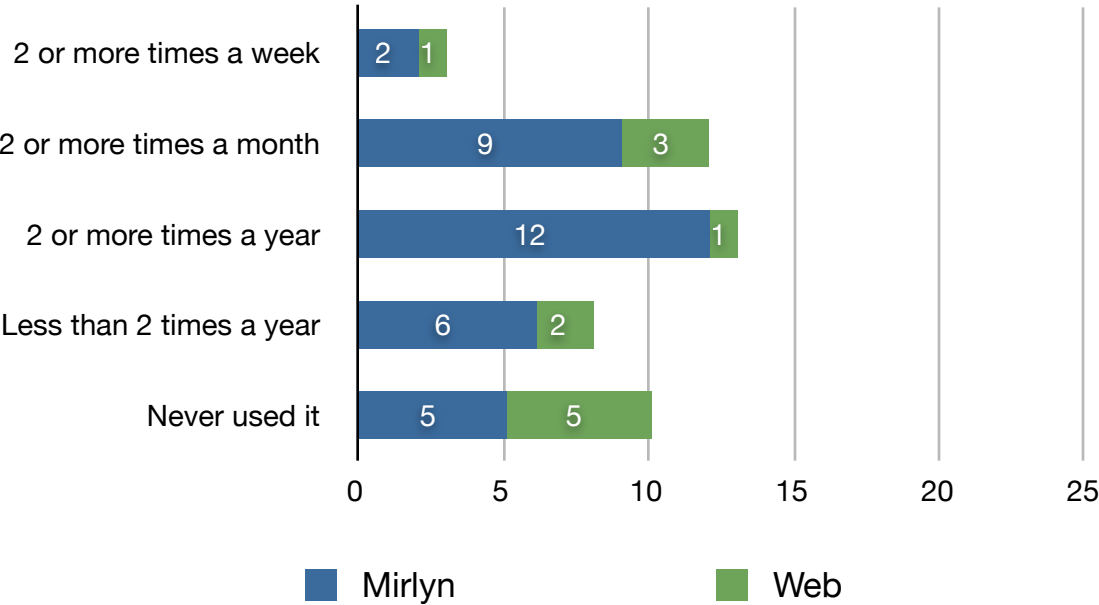
2. How often do you check out materials from the Askwith Media Library?

	Mirlyn	Web	Total
2 or more times a week	4	2	6
2 or more times a month	15	6	21
2 or more times a year	9	4	13
Less than 2 times a year	3	0	3
Never used it	3	0	3
			46



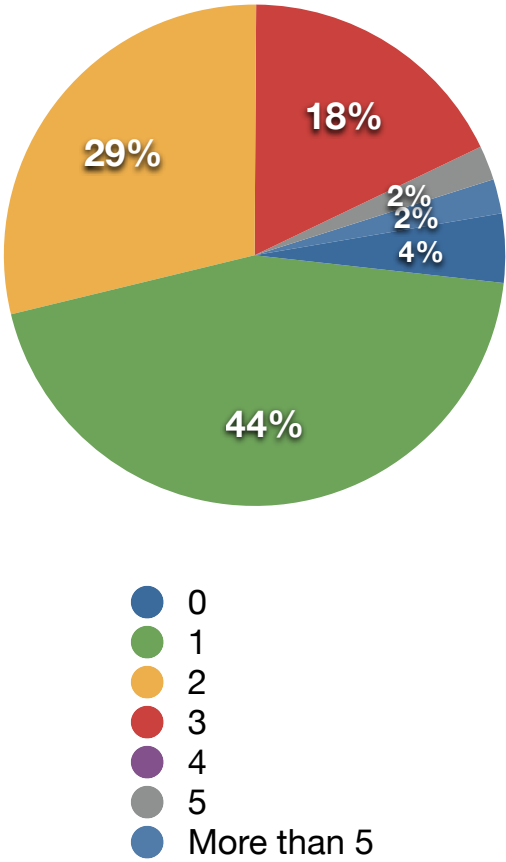
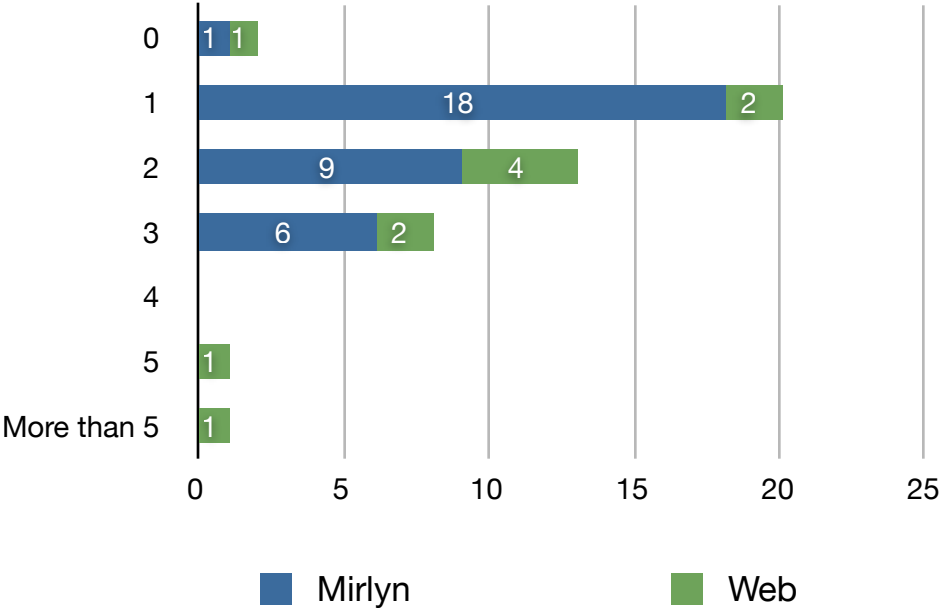
3. How often have you used the Askwith booking service?

	Mirlyn	Web	Total
2 or more times a week	2	1	3
2 or more times a month	9	3	12
2 or more times a year	12	1	13
Less than 2 times a year	6	2	8
Never used it	5	5	10
			46



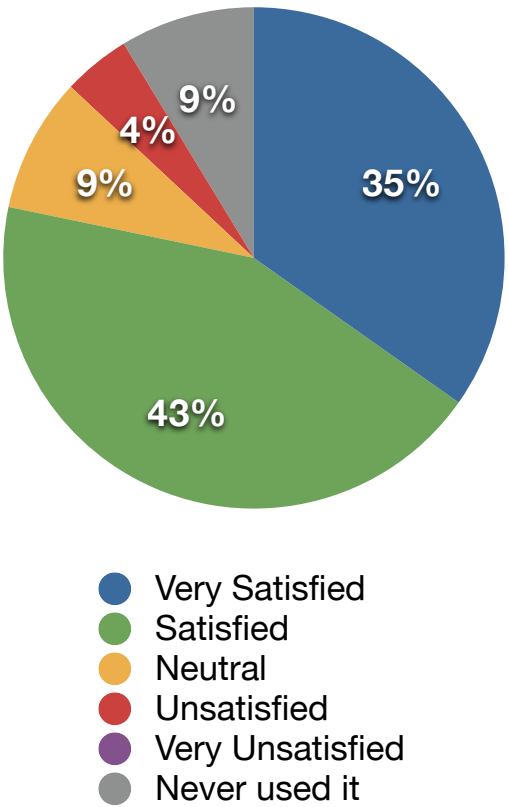
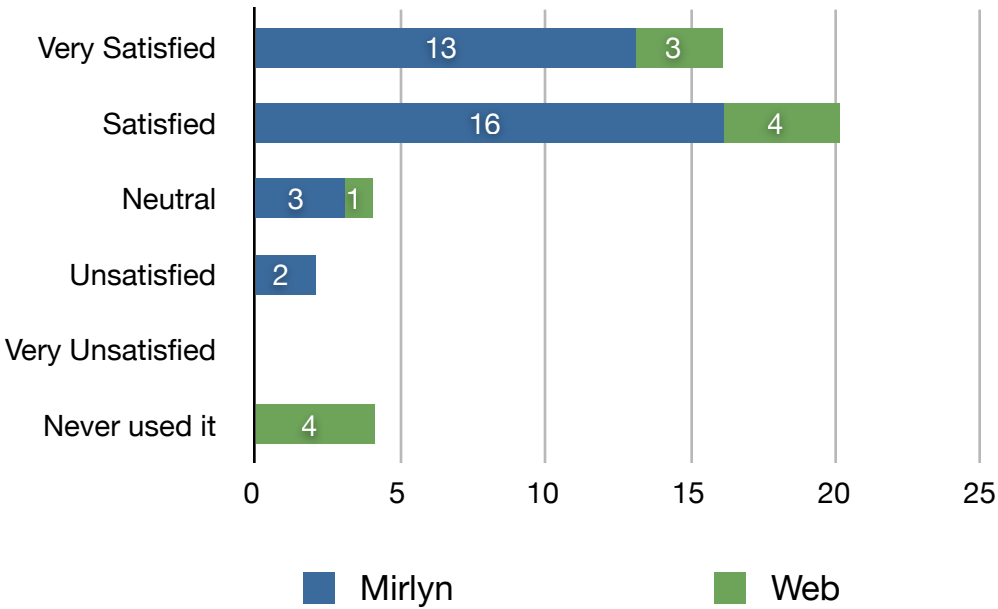
4. How many items do you normally book at a time?

	Mirlyn	Web	Total
0	1	1	2
1	18	2	20
2	9	4	13
3	6	2	8
4	0	0	0
5	0	1	1
More than 5	0	1	1
			45



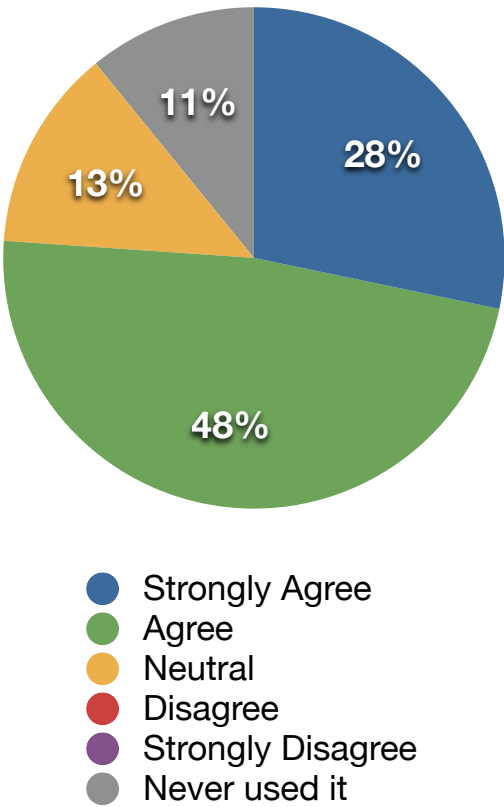
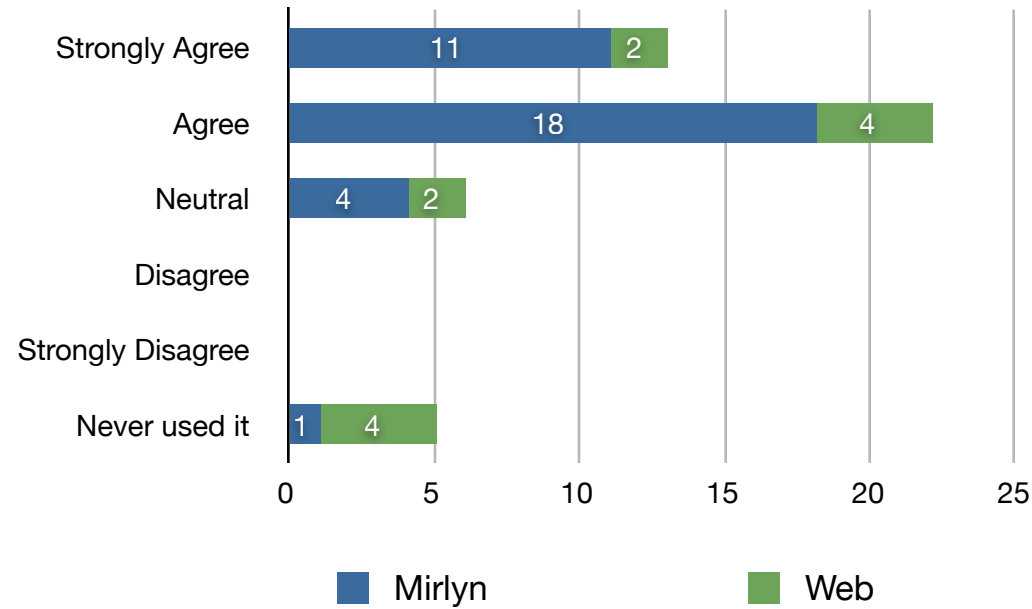
5. Please rate your level of satisfaction with the booking service.

	Mirlyn	Web	Total
Very Satisfied	13	3	16
Satisfied	16	4	20
Neutral	3	1	4
Unsatisfied	2	0	2
Very Unsatisfied	0	0	0
Never used it	0	4	4
			46



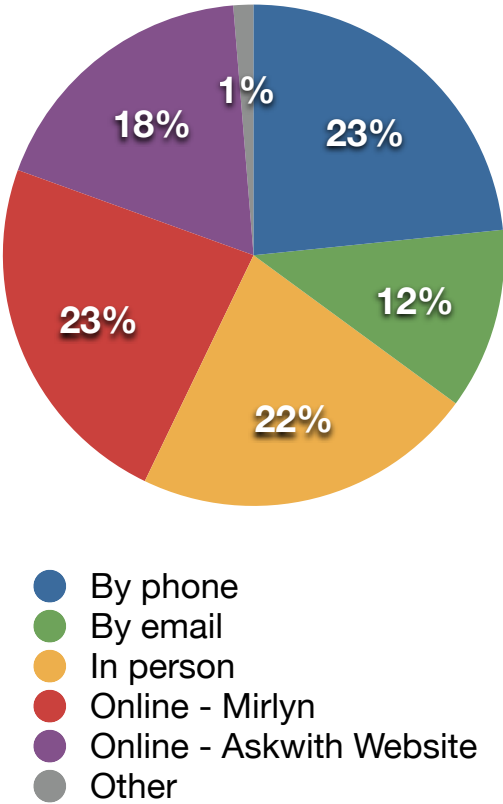
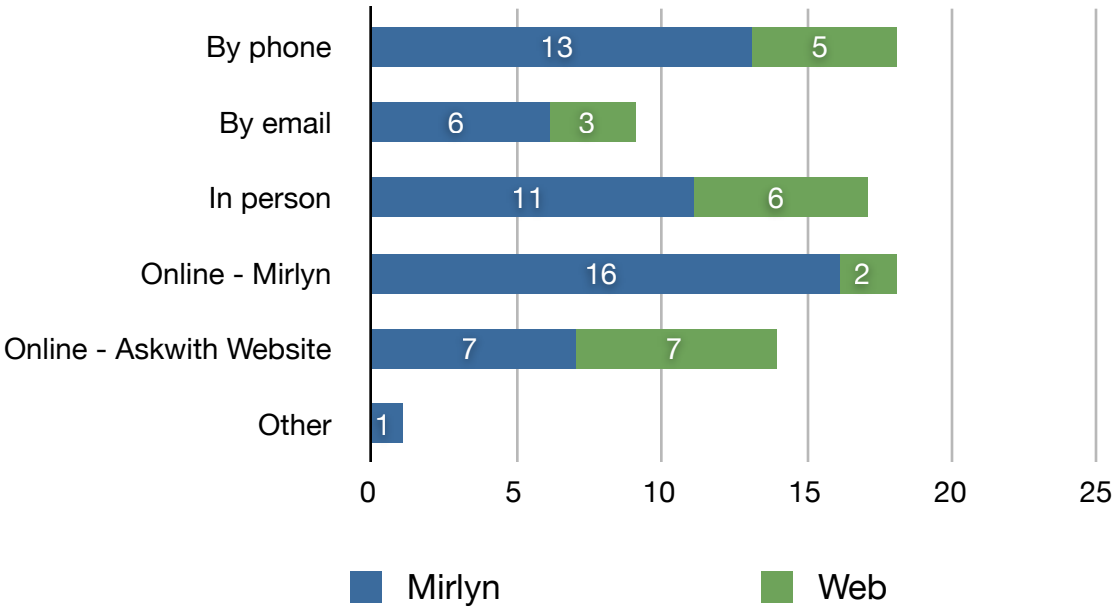
6. How much do you agree with the following statement: "The booking instructions were easy to follow."

	Mirlyn	Web	Total
Strongly Agree	11	2	13
Agree	18	4	22
Neutral	4	2	6
Disagree	0	0	0
Strongly Disagree	0	0	0
Never used it	1	4	5
			46



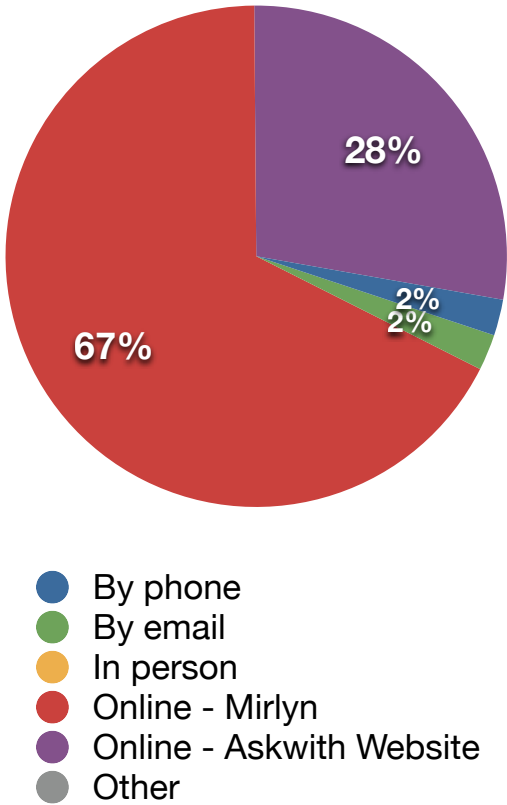
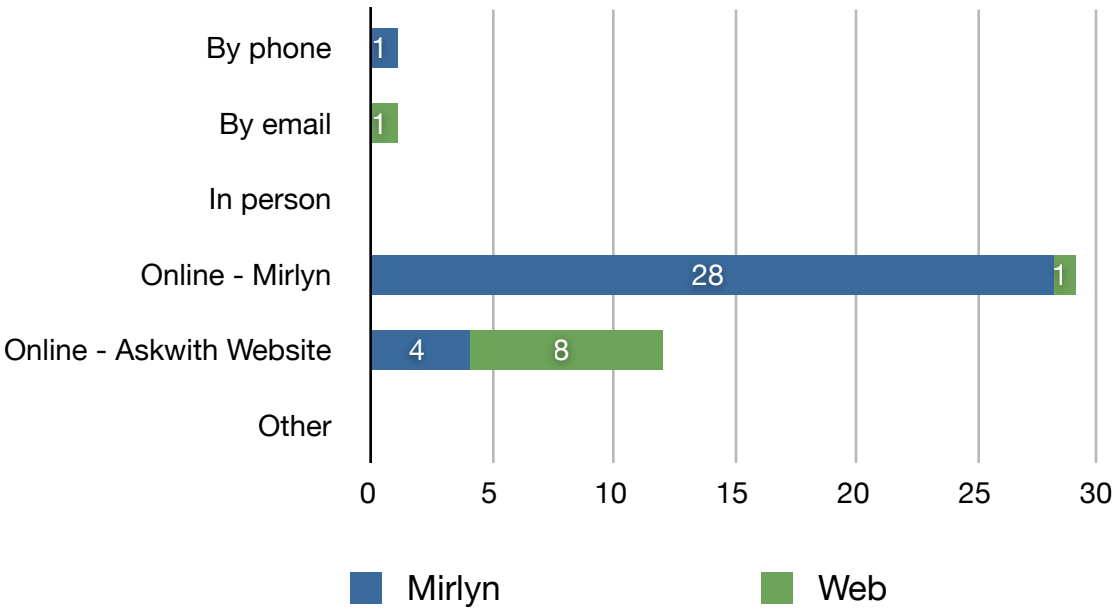
8. If you have previously booked materials, please indicate the ways you placed requests. (Check all that apply.)

	Mirlyn	Web	Total
By phone	13	5	18
By email	6	3	9
In person	11	6	17
Online – Mirlyn	16	2	18
Online – Askwith Website	7	7	14
Other	1	0	1
			77



9. Which method do you prefer?

	Mirlyn	Web	Total
By phone	1	0	1
By email	0	1	1
In person	0	0	0
Online – Mirlyn	28	1	29
Online – Askwith Website	4	8	12
Other	0	0	0
			43



12. Would you tell your friends about this service?

	Mirlyn	Web	Total
Yes	32	10	42
No	2	1	3
			45

